receiving signals, a computer operatively connected to said at least one receiver for processing and communicating information, and a plurality of output devices, with each output device operatively connected to said at least one receiver or said computer for outputting information to a subscriber, said method comprising the steps of:

displaying at one of said output devices a television program that promotes a multimedia product or service;

inputting a subscriber command;

controlling said receiver station to receive at least two instruct signals [a signal] in response to said subscriber command, wherein each one of said at least two instruct signals at least one of specifies and designates:

(1) a specific portion of multimedia programming, and

(2) a specific function to be performed with said specific portion of multimedia programming;

[said received signal an instruct signal which permits the operation of the receiver station in a designated media operation;]

detecting the presence of said at least two [instruct-to-coordinate] instruct signals at said receiver station, each of said [instruct-to-coordinate signal] at least two instruct signals at least one of specifying and designating at least one of:

(1) a portion of a multimedia programming signal to receive;

(2) a portion of a multimedia programming signal to communicate to a memory location;

(3) a digital datum to record or play;

(4) a portion of a multimedia programming signal to communicate to a processor;

(5) a portion of a television signal to communicate at least one of to a television monitor and a television recorder/player;

(6) two portions of a multimedia presentation to communicate from separate locations to an output device, with at least one of said separate locations being a memory or storage location;

(7) a multimedia presentation graphic to generate; and

(8) a place to present multimedia output; and

organizing said at least two or more specific portions of multimedia programming in accordance with said designated specific function to be performed with each of said specific portion of multimedia programming, based on said step of controlling; [communicating at least one unit of multimedia programming in response to said at least two instruct-to-coordinate signals;] and

outputting said organized at least two or more specific portions of multimedia programming as a part of a single multimedia programming presentation to at least one of said output devices at said receiver station based on said step of organizing.

3. The method of claim 2, further comprising the step of programming said receiver station to store a data portfolio, said data portfolio comprising at least one identification data of financial securities, and to receive and process news items related to said financial securities in said data portfolio, said news items comprising financial data.

4. The method of claim 2, further comprising the step of programming said receiver station to respond to instructions associated with a television signal, said television signal comprising at least one unit of television programming with each unit having an associated identification datum.

5. ~~(Twice Amended) The method of claim 2, further comprising the step of programming said receiver station to process at least one of television programming~~

and multimedia programming ~~received~~ from a remote source and present said at least one of television programming and multimedia programming in at least one predetermined fashion[s].

6. (Twice Amended) The method of claim 2, further comprising the steps of:

processing said subscriber command based on at least one of said at least [one] [instruct-to-coordinate signals] two instruct signals; and

at least one of receiving and enabling [some] said specific portion of multimedia programming to [be coordinated] perform said specific function thereupon based on said step of inputting and processing.

7. (Twice Amended) The method of claim 2, further comprising the steps of:

processing said subscriber command based on one of said at least [one] two instruct [instruct-to-coordinate] signals; and

outputting some programming at a second output device based on said step of ~~inputting and processing.~~

8. The method of claim 2, further comprising the steps of:

processing said subscriber command; and

communicating some information to a remote station based on said steps of inputting and processing.

9. ~~(Twice Amended)~~ A method of communicating subscriber station information from a subscriber station ~~to at least one~~ remote data collection station[s], ~~said method comprising the steps of:~~

(1) ~~inputting a subscriber~~ reaction at a subscriber station;

(2) determining the presence of a specific subscriber input at said subscriber station by processing said subscriber reaction;

(3) receiving at said subscriber station in accordance with said specific subscriber input, [information that designates at least one of] an instruct signal for processing [to process] and at least two specific portions of multimedia programming for outputting [an output to deliver in consequence of specific subscriber input];

[(3) determining the presence of said specific subscriber input at said subscriber station by processing said subscriber reaction;]

(4) processing [an] said instruct signal which organizes said at least two specific portions of multimedia programming, and outputs said at least two specific portions of multimedia programming as a part of a single [is effective to coordinate a] multimedia programming presentation based on said step of determining; and

(5) transferring from said subscriber station to said at least one remote data collection station at least one datum which, based on said step of processing, evidences [at least] one of processing [confirming delivery of] said instruct signal [from said step of processing] and outputting said multimedia programming presentation [confirming delivery of said effect from said step of processing].

10. The method of claim 9, wherein [at least one of said] subscriber reaction [and said instruct signal] is input by a computer, said method further comprising the steps of:

storing [a] at least one subscriber instruction to input a reaction in order to receive at least one of specific mass medium programs, data, news items, and computer control instructions; and

receiving at least one identifier which ~~at least one of~~ specifies and designates said at least one instruct signal to prompt said computer to input said subscriber reaction [of

said specific mass medium programs, data, news items, and computer control instructions in accordance with said computer control instruction].

11. The method of claim 9, wherein at least one of said subscriber reaction and said instruct signal is input by a computer, said method further comprising the steps of:

storing a subscriber instruction to one of process and present at least one of mass medium programs, data, news items, and computer control instructions in a specific fashion; and

processing or presenting at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

12. The method of claim 9, wherein said information that designates at least one of said instruct signal and said output to deliver is detected in an information transmission from at least one of a data and programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of said data and said programming source;

receiving an information transmission from said one of said data and said programming source;

inputting at least some of said information transmission to a control signal detector;

detecting one of data and said instruct signal in said information transmission; and

passing said ~~one of~~ detected data and said instruct signal to said processor.

13. ~~(Twice Amended)~~ A method of controlling a remote transmitter station to communicate program material to a ~~remote~~ receiver station and controlling said

remote receiver station to process a receiver specific response, said method comprising the steps of:

(1) receiving mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said mass medium programming to a transmitter;

(2) receiving at least one instruct signal at said remote intermediate mass medium transmitter station, said at least one instruct signal operative at the remote receiver station to [coordinate a] organize at least two specific portions of said multimedia programming and to output said at least two specific portions of said multimedia programming as a part of a single multimedia programming presentation at said receiver station, based on a subscriber reaction to information contained in said mass medium programming, and communicating said at least one instruct signal to said transmitter;

(3) receiving at least one control signal at said remote transmitter station wherein said at least one control [signals control] signal controls the communication of said mass medium programming and said at least one instruct signal between said remote transmitter station and said remote receiver station; and

(4) transmitting from said remote transmitter station at least one information transmission containing said mass medium programming and said at least one instruct signal.

14. ~~(Twice Amended) The method of claim 13, further comprising the step~~ of embedding one of said at least one instruct signal ~~in a signal~~ containing said mass medium programming ~~before transmitting~~ [said] at least a portion of said mass medium ~~programming from said remote transmitter station.~~

15. The method of claim 13, wherein said mass medium programming includes audio or text.

16. The method of claim 13, wherein said mass medium programming includes a television program.

17. The method of claim 13, wherein said at least one instruct signal further comprises some downloadable executable code.

18. (Twice Amended) A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, said remote intermediate transmitter station including one of a broadcast and cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of said broadcast and said cablecast transmitter, a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller and computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at said one of said broadcast and said cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) [receiving] originating said at least one instruct signal at said at least one origination transmitter station and delivering said at least one instruct signal to [a] at least one origination transmitter, said at least one instruct signal being effective at said at least one receiver station to [coordinate a] ~~organize at least~~ two specific portions of ~~multimedia~~ programming and to output said at least two specific portions of